



# The Fremont Police Department is hiring! **PUBLIC AFFAIRS MANAGER**



## Recruitment Timeline

### First review of applications:

12:00 p.m. (Noon)

February 15, 2022

Interested applicants are encouraged to apply as soon as possible.

### Interviews:

Date(s) to be determined

## Compensation & Benefits

Annual Salary Range:

\$109,757 - \$148,173

A summary of benefits can be viewed online:  
[Benefits Summary](#)

[Apply Here!](#)

This position is represented by the Fremont Association of Management Employees (FAME) Bargaining Unit.



## The Position

The City of Fremont Police Department values dedication, integrity and professionalism. The Department is dedicated to investing in its sworn and non-sworn employees, thus creating a culture of continuous improvement in their practices, policies and technology used. As a key member of the department, the Public Affairs Manager will manage community engagement activities; which include a variety of public education and outreach programs as well as all public relations and communications activities for a Department. The Public Affairs Manager acts as the Department's Public Information Officer which is the primary contact for information by the public and media.

## Examples of Job Duties

- Develops, implements, and manages or supports public safety programs, volunteer programs, problem solving and engagement activities, and other public relations programs.
- Writes, edits, designs and produces press releases, public service announcements, brochures, fact sheets and presentations to create public awareness of Department activities and events.
- Maintains the City's website, social media and technological outreach systems for content and design, insuring accuracy, consistency and quality.
- Oversees and enforces city ordinances, permits, and programs including but not limited to Film Office, Special Event Street Light Banner program, High Impact Special Events, Places of Entertainment License program, Alarm Permits, Parking Citations, Administrative Remedy program, Emergency Preparedness Initiatives, Alerting and Notification Systems Outreach, Fire Prevention Week, Fire Public Education, recruitment initiatives, volunteer coordination/outreach, and other special events or programs related to selected public safety activities.
- Coordinates efforts with department command staff and other city departments as it relates to community events, problems, or nuisance issues.
- Responds to field command posts or other special events outside of normal working hours to serve as Public Information Officer.
- Researches and responds to public inquiries regarding public safety matters.
- Compiles and analyzes data in order to assess cost, operational feasibility and other aspects of the Department's community engagement programs.
- Participates in the preparation and monitoring of related unit budgets, RFP's, and contracts.
- Prepares complete, concise, and accurate staff reports for command staff and City Council regarding matters related to the community engagement.
- Directs, trains, and supervises professional and technical staff within the Community Engagement Unit.
- To view a complete list of essential functions, please view the class specification.



Human Resources Department  
3300 Capitol Avenue, Bldg. B  
(510) 494-4660 | [humanresources@fremont.gov](mailto:humanresources@fremont.gov)  
[www.fremont.gov/humanresources](http://www.fremont.gov/humanresources)

# Join us in connecting our Community with the Police Department!



## The Ideal Candidate

Knowledge, background and experience in public safety is highly desirable. In addition, the ideal candidate will also demonstrate the following knowledge, skills and abilities:

- **Knowledge of** the principles of program management; State and local laws and ordinances as it relates to assigned duties; Principles and practices of communications and public information techniques through different mediums, including print, Internet, television, and PowerPoint; writing and editing techniques for a variety of audiences; typical City services, structure and programs; working with graphic design software; research and problem solving techniques. Principles and practices of effective employee supervision including selection, training, evaluation, discipline, motivation, and team building and employee development programs; Principles of appropriate conflict resolution techniques; Work load forecasting and staffing models in an extended hours environment; developing and implementing goals and objectives and in applying them to guide and define both communications operations and employee performance through the use of work plans.
- **Skill in** preparing clear, concise and complete analysis, proposals, reports and other written materials; maintaining accurate records and meeting critical deadlines; researching and analyzing complex problems, evaluating varied information and data, either in statistical or narrative form, and exercising sound judgment within established guidelines; communicating effectively with other professionals and members of the public; establishing and maintaining effective working relationships, and working collaboratively with diverse individuals and groups. Demonstrated working knowledge of common office software such as Microsoft Office Suite, and acquire skill in utilizing specialized automated systems.
- **Ability to** develop, plan, direct and manage a public information function; understand and communicate technical data to the public and the media; analyze issues and draw logical and sensitive conclusions; write, proposals, press releases, articles, etc.; prepare presentations; design and layout electronic and print newsletters and website pages; use desktop publishing and printing techniques; learn the use of specialized computer software applicable to the position; work independently with limited supervision and under multiple deadlines; collaborate and bring key stakeholders together and work with the public tactfully, courteously and effectively; develop and maintain good working relationships with a wide variety of City staff, agencies, organizations and vendors; communicate effectively, both orally and in writing.

## Education and Experience

Any combination of education and experience that demonstrates possession of and competency in requisite knowledge, skills and abilities would be qualifying. A typical qualifying background would include:

**Education/Experience:** Bachelor's degree from an accredited college or university in marketing, journalism, public relations, public administration, or a related field, and five years of increasingly responsible experience in public affairs, public communications and/or public relations that includes two years in a lead or supervisory capacity.

**Licenses/Certifications/Special Requirements:** Must be willing to work evening, night, weekend and holidays and possession of Class C California Driver's License.

## Application Process

**How to Apply:** Candidates may apply for this position by submitting a completed City application, cover letter, resume, relevant work samples, and supplemental questionnaire through the online application system (Government Jobs) at: <https://www.governmentjobs.com/careers/fremontca?page=2>

## Selection Process

The selection process may include individual and/or panel interviews, written exercise, personal history questionnaire, polygraph examination, comprehensive background investigation, medical evaluation and other related components. Only those candidates who have the best combination of qualifications in relation to the requirements and duties of the position will continue in the selection process. Meeting the minimum qualifications does not guarantee an invitation to participate in the process.

**Reasonable Accommodation:** Human Resources will make reasonable efforts in the examination process to accommodate persons with disabilities. Please advise Human Resources of any special needs a minimum of 5 days in advance of the selection process by calling (510) 494-4660 or emailing [humanresources@fremont.gov](mailto:humanresources@fremont.gov).

**Vaccination Status:** The City of Fremont requires new employees to be fully vaccinated against COVID-19 absent an approved medical or religious exemption as a condition of employment. All new hires will be required to provide proof of vaccination to Human Resources upon final job offer. If an individual is in the process of being vaccinated, their start date may be adjusted to a future date after they have been fully vaccinated. In general, an individual is considered fully vaccinated 2 weeks after their second dose in a 2-dose series, such as the Pfizer or Moderna vaccines, or 2 weeks after a single-dose vaccine, such as Johnson & Johnson's Janssen vaccine. Individuals receiving conditional offers of employment from the City who do not comply with this mandate will have their offer of employment rescinded.

**This mandate allows for medical or religious exemptions.** Individuals may submit requests for a reasonable accommodation based on medical condition or for sincerely held religious beliefs. Philosophical, political, scientific, or sociological objections to vaccination will not be considered for an exemption or accommodation.

The City of Fremont is an Equal Opportunity Employer.

The information contained herein is subject to change and does not constitute either an expressed or implied contract.

## SUPPLEMENTAL QUESTIONNAIRE

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The completion of this supplemental questionnaire is required for your application to be considered for the Public Affairs Manager position, and is an integral part of the examination process. This supplemental questionnaire will be used to assess your qualifications as it relates to the Public Affairs Manager position. Your responses will be evaluated and compared to your application and will assist in determining which applicants will receive further consideration for the selection process.

When you apply online you will be required to respond to the following questions:

**1.** Please be specific in answering the Supplemental Questions as they will be used to evaluate which applications will be given further consideration in the process. Do not answer "see resume" or "see application" as these are not valid answers. Select "Yes" to reflect that you have read and understand this statement.

- Yes
- No

## **SUPPLEMENTAL QUESTIONNAIRE (Continued)**

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**2.** What is your highest level of education?

- Did not complete high school or equivalent
- High school diploma or equivalent
- Some college
- AA degree
- Bachelor's degree
- Master's degree or higher

**3.** If you selected a Bachelor's Degree or higher in response to the previous question, which of the following disciplines best relates to your degree most relevant to this position?

- Marketing
- Journalism
- Public Relations
- Public Administration
- Related Field
- Unrelated Field
- N/A; No Bachelor's Degree or higher

**4.** Do you have at least 5 years of increasingly responsible experience in public affairs, public communications and/or public relations that includes two years in a lead or supervisory capacity?

- Yes
- No

**5.** Please describe your experience writing press releases, articles and other written materials as part of public/media relations experience. Identify your contribution and include any social media experience you may have. Please attach one writing sample to your application. If you do not have relevant experience, enter "n/a".

**6.** Please describe a public event you managed that exemplified your attention to detail, showed how you overcame unknown variables, coordinated with multiple stakeholders and still achieved your goal? Limit your response to 500 words. If you do not have relevant experience, enter "n/a".

**7.** Writing, editing, designing and producing presentations to groups of all sizes is an essential job function for this position. Please provide a professional example of when you created a presentation regarding your Department's programs and services? Limit your response to 500 words. If you do not have relevant experience, enter "n/a".

**8.** Do you have experience working in a public sector organization?

- Yes
- No

**9.** Are you willing to work evenings, nights, weekends and holidays?

- Yes
- No

**10.** Do you currently possess a valid California Class C Driver's License?

- Yes
- No